

# Creative Brief

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The Creative Brief for Simple Shapes was to create an icon made from one to three vector filled AI objects. The word they wanted to focus on for this logo was “insane,” and represents the Escape Room Business, Real Escape.

The client wanted a unique approach, and ultimately a logo that clearly stood out from its competition. They also requested that it represents the company ideal of “endless fun”.



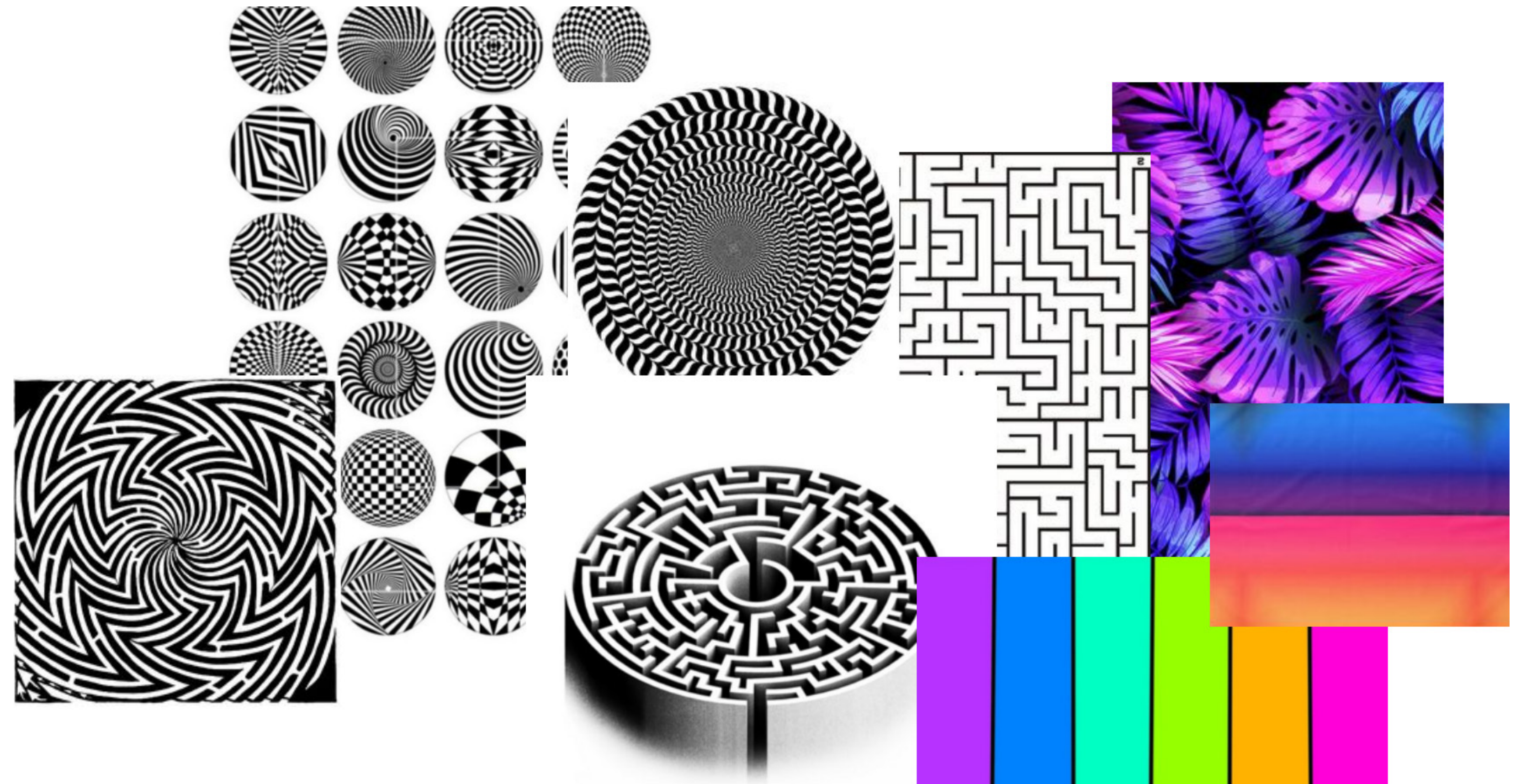
# Mood Board

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The Mood Board created for this project includes a unique, maze-like, approach to an escape room business. Instead of following in competitor's footsteps and including house or mystery, we went with a maze as it is still a puzzle and tricky to solve.

We also wanted to keep in mind an optical illusion of sorts, really something made the icon feel like it was endless. This idea plays into the company slogan/ideal of "endless fun."

The color, something bright and bold to stand out. We decided to take a different approach than everyone else.





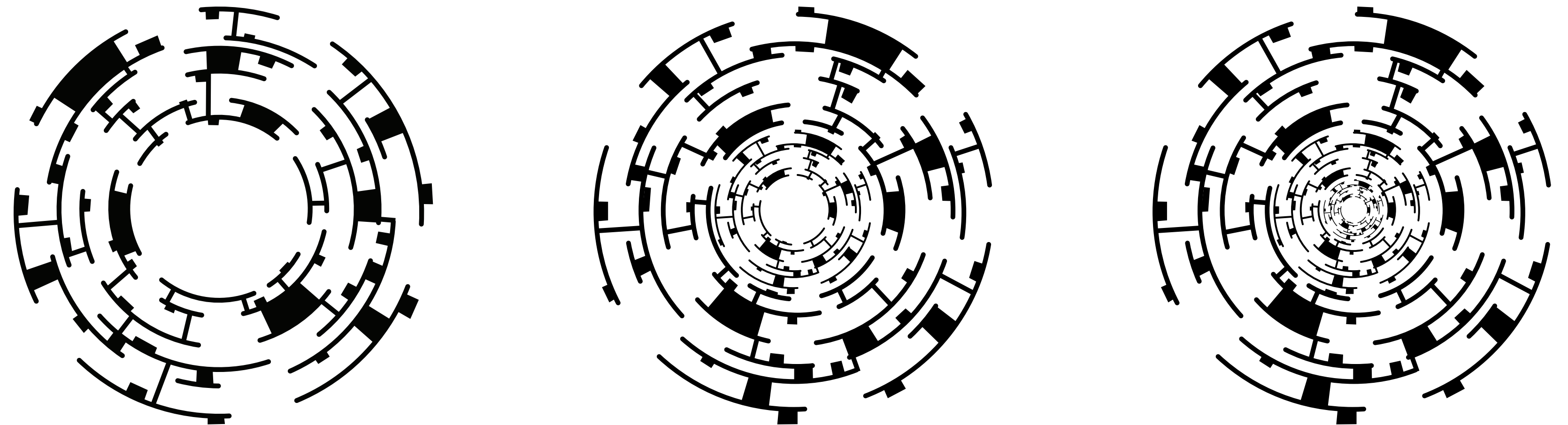
# Icon Variants

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The first, leftmost, variant is the simplest with one shape. It features filled in maze sections for depth and has one route to the center.

The second, middle, variant is comprised of two shapes and leans more towards the idea of going on forever. It is more complex than the first, and possible to detailed for a successful icon - although can work excellent on marketing materials.

The third, far right, variant is comprised on three shapes and completely achieves the look that it is endless. This is the most complicated version of the icon variants.



# Type Treatments

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To the right are five typography options. They feature Sans-Serif, Handwritten, Caps, and Small Caps.

When selecting a font, it is important to remember readability at small sizes, as this will be in a variety of ways.

The main inspiration when looking into typography for this project was to find one that fit with the company voice, yet was expressive and fun.

**REAL ESCAPE**

Big Noodle - Oblique

Real Escape

Gabriel Weiss - Regular

*Real Escape*

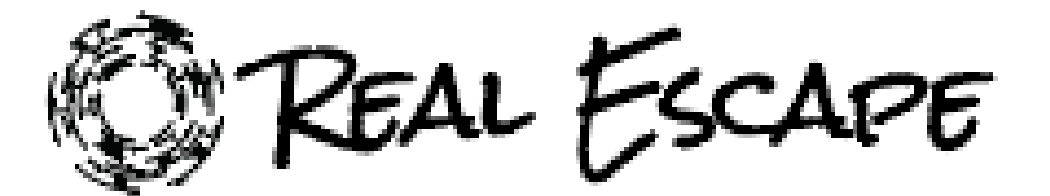
Trebuchet - Italic

**REAL ESCAPE**

Black Widow - Regular

# Logo Lockup Options

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# Chosen Lockups

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Both of the lockups that will be used.  
The horizontal one shall be is situations where there is limited width, and the vertical one when there is limited height. The most common usage will be the vertical mark.



# Icon Color Variants



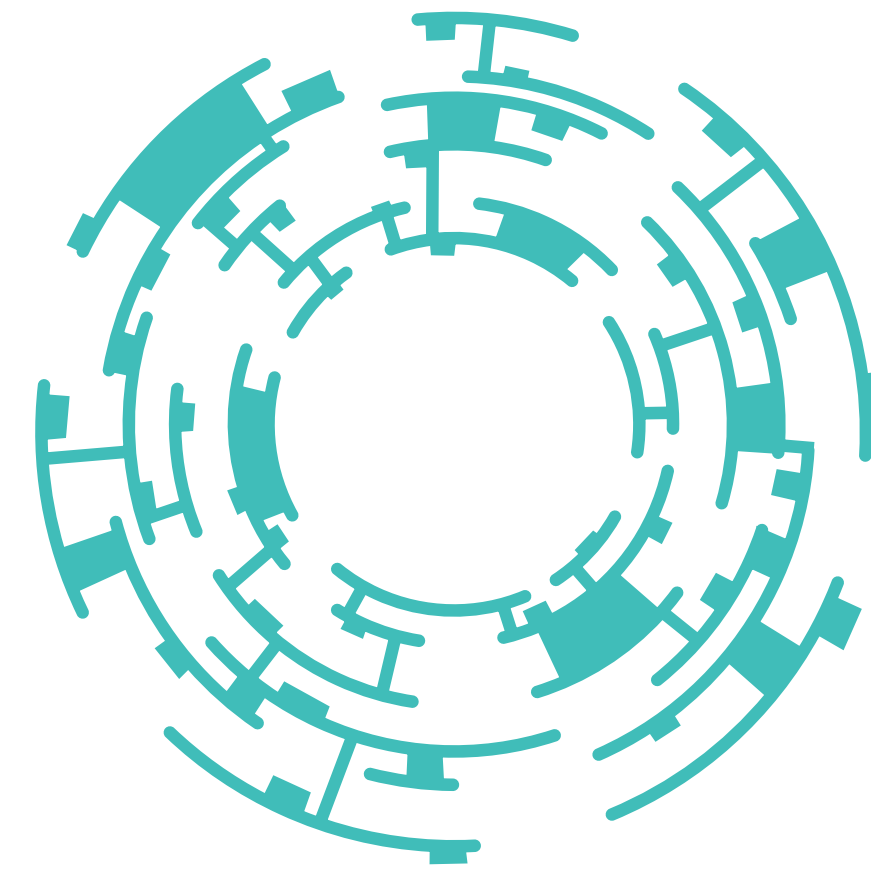
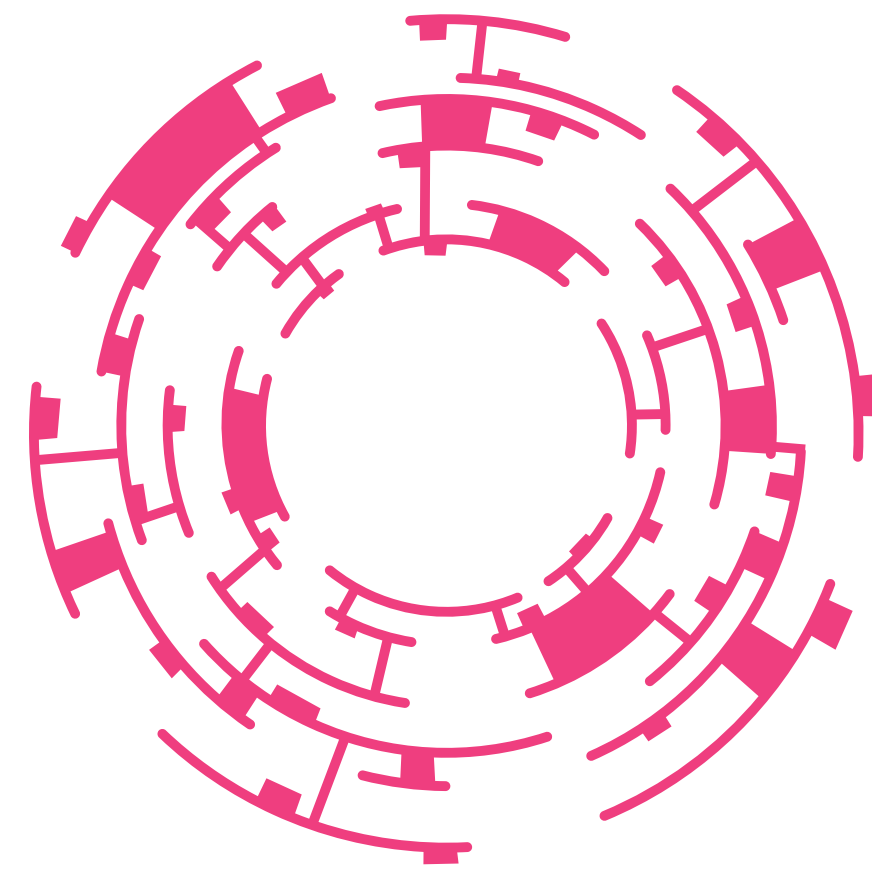
Pantone: 13-1937  
C:0 M:96 Y:16 K:0



Pantone: 15-5217  
C:67 M:1 Y:32 K:0



Pantone: 19-4914  
C:87 M:58 Y:55 K:41



# Logo Color Variants

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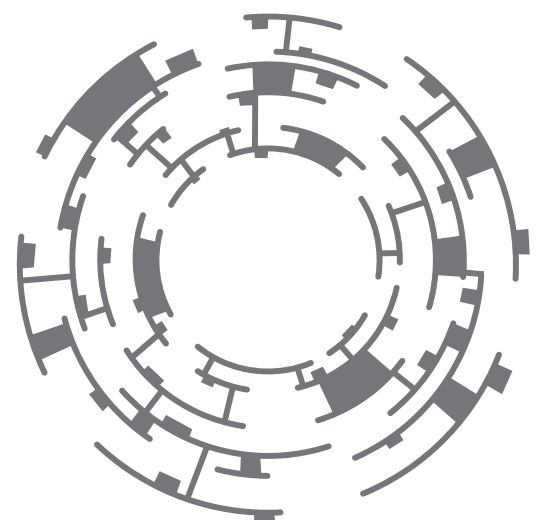
# Chosen Colors

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# Chosen Greyscale

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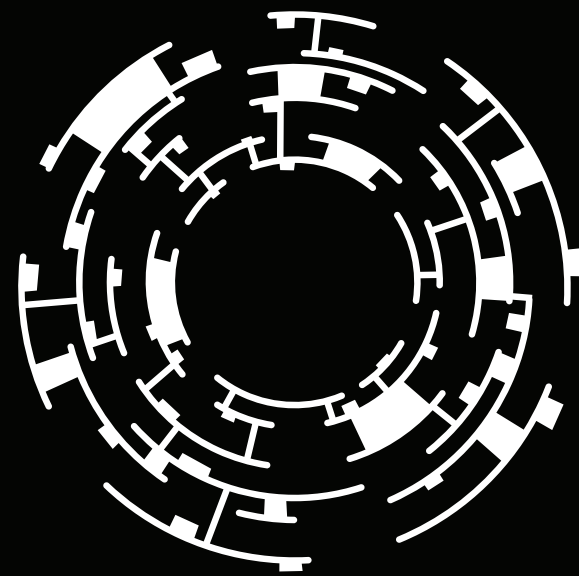
**REAL ESCAPE**

**REAL ESCAPE**



# Chosen B&W

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**REAL ESCAPE**

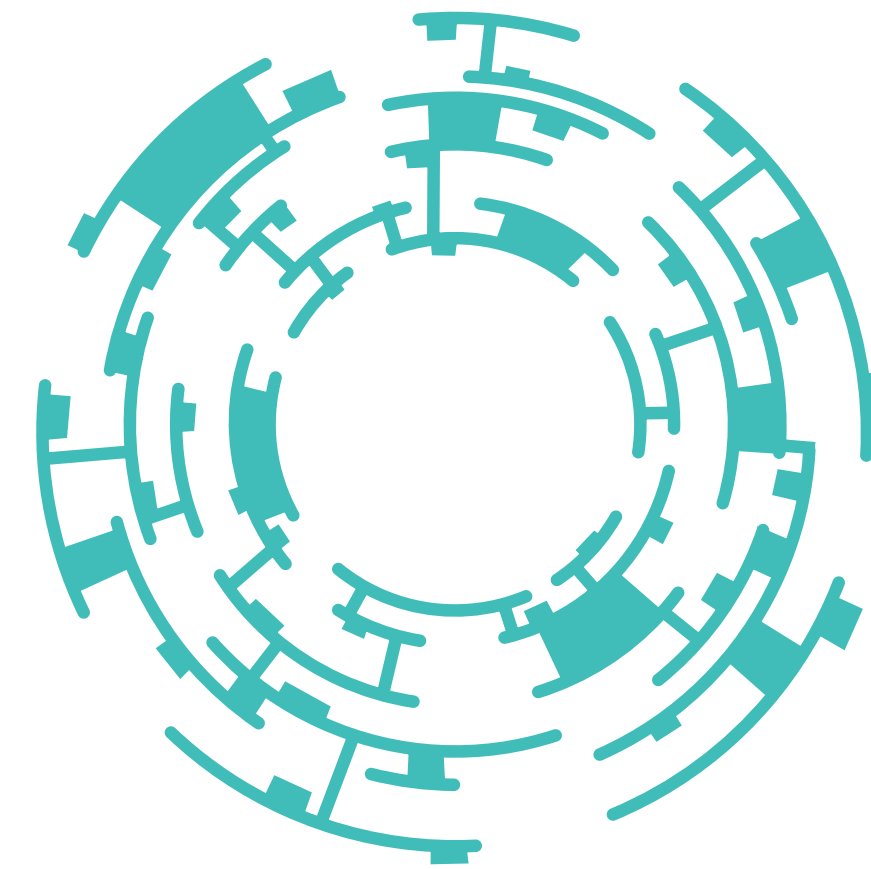
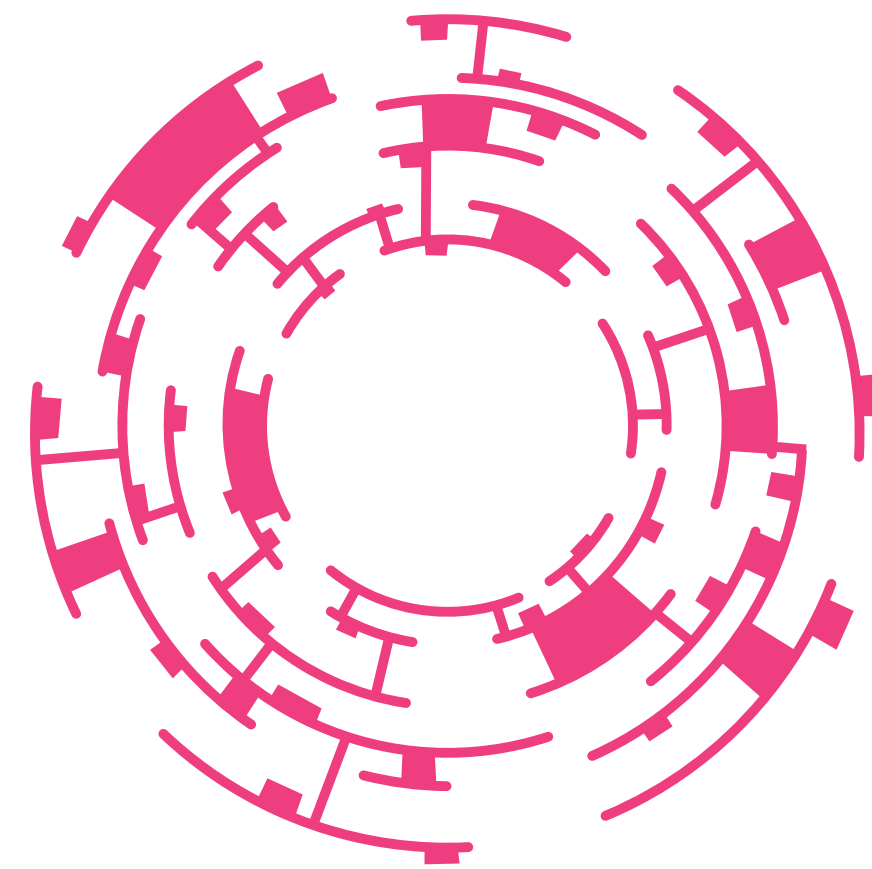
**REAL ESCAPE**



# Flexible Identity

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Due to the unique nature of the icon, we have created a flexible identity where the icon will be used in a variety of way alone, or with duplicates.





# In Use

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